- Allow yourself and your audience a little time to reflect and think.
- Check out the location ahead of time to ensure seating arrangements for audience, whiteboard, blackboard, lighting, location of projection screen, sound system, etc. are suitable for your presentation.
- Tell audience ahead of time that you will be giving out an outline of your presentation so that they will not waste time taking unnecessary notes during your presentation.
- **Humour :** Tell jokes if you're good at telling jokes. If you aren't good, it is best to leave the jokes behind. There's nothing worse than a punch line that has no punch.
- **Tell stories :** Stories make you a real person not just a deliverer of information. Use personal experiences to bring your material to life. No matter how dry your material is, you can always find a way to humanise it. Keep audience interested throughout your entire presentation. Remember that an interesting speech makes time fly, but a boring speech is always too long to endure even if the presentation time is the same.
- Using Public Speaking Environment – Try not to get stuck in one place. Use all the space that's available to you. If your space is confined (say a meeting room or even presenting at a table) use stronger body language to convey your message.
- Mistakes – Mistakes are all right. Recovering from mistakes makes you appear more human. Good recovery puts your audience at ease – they identify with you more.

*

**You are requested to visit:**

1. www.archive.org [search for Prof. V. Viswanadham] for listening to the live recordings of talks on Communication Skills, and other related topics, in Telugu / English.

2. www.slideshare.net/viswanadham and / or www.scribd.com [search for viswam.vangapally4581] for viewing various power point presentations, related to communication skills and other related topics.

**You are also welcome to visit,** on 1st Sunday of every month,

**City Central Library, Ashok Nagar, Chikkadpally, Hyderabad – 20,**

for the Training Programme on Personality Development in Telugu, being conducted under the joint auspicious of Yuvabhrathi and City Central Library.

"My whole ambition in life is to set in motion a machinery which will bring noble ideas to the door of every body... "

"Take up one idea. Make that one idea your life - think of it, dream of it, live on that idea. Let the brain, muscles, nerves,.... be full of that idea, and just leave every other idea alone. This is the way to success..."

"We want that education by which character is formed, strength of mind is increased, the intellect is expanded, and by which one can stand on one's feet."

**– Swami Vivekananda**



*[ From Internet - for private circulation only ]*

# COMMUNICATION SKILLS

## AND

# PUBLIC SPEAKING

## *Part one: Communication Skills*


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*Collected for your reading pleasure by :*

**Prof. V. Viswanadham, Dr. G.L.K. Durga, Mrs. Pothukuchi V. Padma**

# Part one: Communication Skills

## CHAPTER # 01 COMMUNICATION

**Q. What is Communication? Explain in detail Or Define Communication in detail.**

The word "Communication" is derived from the Latin word "Communicare", "Commune" and "Communis", which mean to (common) share. The exchange of messages, transfer of information as well as attitude between human beings is known as Communication. We send and receive messages through words, pictures, signs or body language. Communication may be verbal or non-verbal. Business Communication is the exchange of messages in business world.

Communication completes when the receiver understands information or messages in the same sense and spirit that the sender or communicator intends to convey.

Here are most popular definitions of Communication.

1. Communication is exchange of information.

2. Communication is any behaviour that results in an exchange of meaning.

3. Communication is mutual exchange of facts, ideas, opinions or emotions by two or more persons.

4. Communication is defined as "The process of passing information and understanding from one person to another.

5. Communication is the action of conveying or exchanging information and ideas.

**Q. Discuss the Objectives/Purposes of Communication.**

The main objective of Communication is to transmit a message, which should motivate the receiver to react favourably. This objective may take any form according to the situation: Information, Order, Suggestion, Negotiation, Persuasion etc. Whatever the form it takes, it must be ensured that communication is effective i.e. it must prompt your receiver to act as you wish.

The major objectives of Communication are as follows:

**INFORMATION:** One of the objectives of communication is enquiring, supplying or receiving information. Without information, you remain ignorant to what happens around you. If you want to start a business, you will need information about the products you are interested in. Similarly, you will supply information when you receive an enquiry about your products. So information forms the basis of communication.

**ADVICE:** Advice is personal opinion about what to do? How to do? And where to do? It points out a particular cause of action in a particular situation with a view to changing the behaviour and opinion of the receiver. As it involves the personal opinion of the advisor, it is usually subjective. No business head is expected to have thorough knowledge of all the fields. He, therefore, needs advice of professionally expert persons.

**COUNSELING:** Counseling seems like advice but counseling is with professional touch by a man with greater knowledge and skill. A person facing domestic or the professional problems needs counseling. With counseling his worries and emotions are shared, his tension is released. He feels relaxed and regains his physical as well as mental health.

**SUGGESTION:** Suggestion is an important objective of communication. Suggestion refers to the proposals by subordinates flowing upward to the management. Through suggestion, the management comes to know the grievances and problems of employees and can think over them before they protest or agitate. Sometimes, their suggestions help in improving some business affairs.



**Practical Benefits –**

• Career Advancement • Receive Recognition • Get the Credit that You Deserve • Entertain Your Audience • Captivate Your Audience • Learn to speak Concisely, Clearly and Confidently • Speaking out in important situations, as Parent, Citizen, Customer

### 11. Public speaking Techniques

"There are three things to aim at in public speaking: first, to get into your subject, then to get your subject into yourself, and lastly, to get your subject into the heart of your audience" – Alexander Gregg

I have listed the following public speaking techniques, that should help you overcome fear and anxiety. It would help you deliver a speech without feeling nervous. I have found great success in these techniques!

1. Smile. This will help you ease your mind and make you feel comfortable in your surroundings.

2. Take deep breaths. This is an oft repeated tip but it always helps you start. Avoid taking deep breaths in between, as it might sound weird.

3. Tell yourself there is nothing to worry about. The words to live by are, "Don't worry, be happy". What is the worst that is going to happen after all?

4. Loosen your muscles and relax. Being stiff on stage will make everyone think you are nervous.

5. Have a good sense of humor. If you mess up, have a good joke to back it up, makes you seem like you are under control.

6. Keep an OPEN mind. This relaxes you and just makes you feel better.

7. Practice. This isn't for everyone, but it helps most people. If your speech is well rehearsed it will be fine. Also try to deliver as many public speeches as you can (for eg. at Toastmasters), it will surely help you gain confidence!

8. Feel free to move around. (this one is more for a classroom, not a business setting for the most part) When you move, it makes you seem like you are happy, but don't be robotic with the movements.

9. Keep good eye contact, this might not help you, but it will help the audience like you. If you have trouble with this, pretend that someone did something funny.

10. Try to include the audience. Many times people think you can't include the audience, but you can. This makes you seem like your not the only one talking, because you aren't.

### 12. Tips on Public Speaking

"If you can't write your message in a sentence, you can't say it in an hour."-Dianna Booher

Here are some important public speaking tips to help you develop your skills and become far more effective as a public speaker.

- Ensure your speech will be captivating to your audience as well as worth their time and attention. Videotape your presentation and analyze it. Emphasize your strong points during your presentation.
- Present the desired image to your audience. Be solemn if your topic is serious. Appear relaxed, even if you feel nervous. Remember, you don't look as nervous as you feel.
- Establish rapport with your audience. If a microphone is available, adjust and adapt your voice accordingly.
- Maintain sincere eye contact with your audience. If what you have prepared is obviously not getting across to your audience, change your strategy mid-stream if you are well prepared to do so.

Here are some annoying public speaking habits. They can be deal breakers, so avoid these annoying habits at all costs!

- Voice Trailing Off – Many speakers let their voices trail off at the end of every sentence. The audience can hear the first part of their sentence, but they have no idea what pearls of wisdom might be lost in the whispers at the end.
- Looking Down – Sometimes this speaker will deliver complete sentences inaudibly while looking down — obviously not interested at that moment in engaging the audience.
- Mumbling – Mumbling is not cool. Inexperienced speakers will often speak at conversation level, not giving any thought or consideration to the people in the back of the room. Recently, I sat in on a panel discussion at a workshop. The panelists chose to sit instead of stand to address the standing-room-only crowd, which I thought was rude. And one man, whenever it was his turn to speak, would rest his elbows on the table and fold his hands in front of his mouth during the entire time that he was speaking.
- Reading – Some speakers are not good readers. If you are not skilled at reading something out loud, don't do it while speaking. Especially avoid doing this secretly. In other words, if you plan to deliver your speech by reading all or part of it, and you do not have good out loud reading skills, forget it.
- Not keeping everyone involved - Inexperienced or thoughtless speakers leave members of the audience out. When an audience member asks a question, it is rarely heard in the back of the room. I've seen many expert speakers respond to the question by engaging in a one-on-one conversation with this person while the rest of the audience is left wondering. Speakers, I urge you to repeat the question so everyone is on the same page. And then respond to the question so that everyone in the room can hear it.
- Sitting Down – Some speakers choose to sit down on the job. In a very small, intimate group or when the audience is sitting in a circle of chairs or on the floor, for example, speaking while seated is generally okay. But if you have a room containing six rows of chairs or more, you really should express respect for those in the back of the room by standing so that you can be seen as well as heard.
- Filler Words – Even some professional speakers still use too many filler words. It takes practice, but you can rid your vocabulary (especially while speaking in public) of those filler words like, uh, ah, er. Also avoid connecting sentences by overusing "and."
- Overshooting Time Allotment – Many speakers have trouble staying within the time allotment. Most programs or presentations are carefully organized. Each segment is designed to fit into a specific time slot. I've seen speakers completely disregard their time constraints and foul up the entire evening's program. Not cool.

**10. Benefits of public speaking**

"As long as there are human rights to be defended; as long as there are great interests to be guarded; as long as the

The Personal and Practical benefits of using a few simple concepts to overcome your public speaking fears to easily deliver effective presentations include -

Personal Benefits -

• Increased Self Confidence • The Ability to communicate and articulate your thoughts and ideas • Effectively Persuade Others • Words can hurt, heal, create, build, transform • New Opportunities • Ability to Lead • Have a Rare and Valued Skill • Have Fun • Improve Your Quality of Life



**ORDER :** An order is the directive issued by the higher authorities to subordinates specifying to do or to restrain from doing some action. Order is always an internal and downward communication as it flows from higher management to the subordinates.

**MOTIVATION:** Motivation inspires and urges a man to work and proceed to the organizational goals. In motivation the business Manager plays the role of a sympathetic guide. He cultivates healthy and harmonious relations among people at work.

**PERSUASION:** Persuasion is an act of influencing to change one's behaviour, thinking, feeling or belief. Through effective persuasion people change themselves unconsciously. In business, persuasion is an effective tool to influence the customers. The seller persuades the buyers to buy the products by telling them the remarkable benefits they can get.

**EDUCATION:** Education is one of the most important objectives of communication. Education is not merely for students; rather the executives and employees of the companies need education and training. These days all the leading firms arrange training and education of both existing as well as newly recruited staff to learn new techniques to increase their efficiency.

**Q. Describe the benefits/Importance/Advantages of Communication.**

Why are communication skills important for an Employee?

Why is communication skill essential for an Organization?

Why do we need communication skill in our everyday life?

**1. A Valuable Job Requirement:** If you are seeking a job, you must possess communication skill in writing and speaking. Your Job, Promotion and professional reputation depends on doing well in written and oral communication. Communication is a basic need in many careers, such as customer relations, labour relations, market personnel, public relations, sales and teaching.

**2. An Essential for Promotion and Advancement :** Effective communication is essential for success and promotion in business. Whatever position you have in business, your performance will be judged largely by your ability to communicate. If you perform and communicate well, you are likely to be rewarded with promotion and advancement.

**3. Increase in Productivity :** Your ability to communicate well increases productivity of both yours and organization's. With good communication skill, you can anticipate problems, make prompt decision, increase efficiency of workers, study the market trend, win favour of your customers.

**4. Proper Understanding :** Proper understanding of information is essential for building business relations. Without effective communication, people misunderstand each other and misinterpret information. Communication enables them to understand each other as well as their business affairs.

**5. In Everyday Life :** The ability to communicate effectively is also an asset in your private life. Communication begins early in life. At each and every step – in our home, on the road, in a bus, in a market, in an office, in a classroom – we need effective communication. We may know many things but these are useless unless we express them. In education, communication has much importance. A student who impresses the examiner with his communication has good chances of success.

## CHAPTER # 02 COMMUNICATION PROCESS

**Q. Discuss the process of communication and also components/elements of communication.**

Communication is a process of sending or receiving messages.

Communication is considered effective when it achieves the desired response from receiver. It is a two way process of exchanging ideas or information between two human beings.

**COMPONENTS/ELEMENTS/FACTORS OF COMMUNICATION PROCESS**

The process of communication involves the following components/elements/factors.

1. Sender/Writer/Encoder 2. Encoding 3. Message 4. Medium/Channel 5. Receiver/ Reader/Decoder 6. Decoding 7. Feed back

**SENDER :** Sender/Source is the place or person from where the message is sent. The sender may be a speaker or writer. The sender chooses the form and channel of the message.

**ENCODING :** When you want to convey a message, you develop some idea in your mind. Encoding is the putting those ideas into appropriate words, symbols, gestures or other form of expression for sending message. This process is known as encoding. Thus the sender is often known as encoder.

**MESSAGE:** Message is the major part of the communication process. It may include a letter, speech or body movement. When we write, writing is the message. When we speak, speech is the message. When we gesture, the body movement or facial expressions are the message.

**CHANNEL:** Channel means a method we choose to send our messages. It may be a letter, fax, telephone calls and Email etc. Selection of medium depends upon our needs as well as urgency, cost, safety, influence of the message.

**RECEIVER:** In communication process receiver is as important as the sender. Receiver is the person who receives the message. He plays an important role when he receives the message and reacts to it and sends reply. In his absence communication process remains incomplete. The sender has to look at the things from the receiver's point of view.

**DECODING:** The act of understanding message is known as decoding. Once your message is received, your receiver assigns certain meanings to it. When we receive a message, we take ideas out of their code. This process is known as decoding. Thus the receiver is also known as decoder.

**FEED BACK:** The process of sending information from receiver is called feed back. When actions are taken in response to a message, the results of those actions are reported as Feed Back. Feedback can be oral or written. Sometimes silence is used as feedback. Feedback is necessary because it indicates the success or failure of the communication.

**Q. Explain barriers of communication.**

Explain miscommunication.

Explain communication problems.

**BARRIERS/PROBLEMS IN COMMUNICATION**

Many problems in business or our personal life result from miscommunication. There are many areas where misunderstanding can easily arise. Our job does not end when the message is sent. We must make sure that it has been received, considered and understood. Barriers block the way of communication.



- Articulate – Try exaggerating your lip movement to reduce mumbling. Practice articulating tongue twisters and extending and exaggerating vowel sounds. Become an expert at articulating tongue twisters as quickly and crisply as possible. Focus on the ones you find difficult.
- Practice your speech in advance and determine where you want to pause for a breath. For more emphasis, pause for more than one breath. Mark your breathing points in your notes.
- Loosen up before you begin. Look side to side. Roll your head in half-circles and roll your shoulders back. Shift your rib cage from side to side. Yawn. Stretch. Touch your toes while completely relaxing your upper body, then slowly stand up, one vertebra at a time, raising your head last. Repeat as needed.
- Posture – Stand up straight and tall to allow full lung capacity and airflow.
- Record your voice repeatedly using different ways of speaking. Determine which one is most pleasing.
- Practice breath control – Take a deep breath, and while you exhale, count to 10 (or recite the months or days of the week). Try gradually increasing your volume as you count, using your abdominal muscles—not your throat—for volume. Don't let your larynx tense up.

**8. Overcoming fear of public speaking**

"According to most studies, people's number one fear is public speaking. Number two is death." –

If you have the fear of public speaking, you are not alone. You must first recognize what "fear" is. Fear is the anticipation of pain. Is your fear real or imagined?

Here are some great insights into Overcoming Fear of Public Speaking.

**Steps to Overcome Fear of Public Speaking -**

1. Fears – The fear of being judged, making a mistake, not measuring up, getting hurt either mentally or physically can get in the way of a good performance (speech, seminar, sales presentation, etc). Remember that people in the audience really want you to succeed. Nobody is standing there hoping you'll be boring or bad. If you are coming from an authentic place, and you cover the material with clarity, you've won 3/ 4 of your inner battle with fear.

2. Learn how to enroll and engage your audience - If you haven't yet taken a professional development course on public speaking, consider finding a public speaking training course appropriate for your needs. Learning the art of public speaking can enhance your results in a boardroom, in a sales presentation, and even accelerate your climb up the corporate ladder. It is a must-skill for any executive and/or business owner.

3. Practice - Find business organizations, networks and clubs in your area (such as Toastmasters) that can afford you the opportunity to practice. Remember to choose topics that you are already an expert on. Speaking on a topic that you are not familiar with will increase your stress, and impede on your performance.

4. Use recording software - Record everything on your PC/laptop. Review it to see where you can improve. Have speaking pros attend your live presentation to give you feedback. Allow yourself the opportunity to learn more every time you go out.

5. Remember, even the top professionals learn something new every single time they go out!

**9. Annoying public speaking habits**

"Speak clearly, if you speak at all; carve every word before you let it fall." - Oliver Wendell Holmes

from your knowledge. These days many companies are looking for motivational speakers on various topics like improving employee morals and even talks on improving their employees public speaking skills! There is always a great demand for good speakers.

- Hold your own seminars - While this can be done on a national basis, the easiest place to start is locally. You either rent-use of a facility to hold the seminar or perhaps partner with an entity with a facility and then promote the event. You can use traditional advertising methods like newspapers and radio or if you have a target audience that is identifiable, you may want to use direct mail. Have you ever been to a seminar on something like wealth building that was promoted in the newspaper? These are always been packed with hundreds of people.
- Use a bureau -Additionally, there are speakers' bureaus that work as an agency who can procure speaking engagements for you. While many of these bureaus specialize in celebrity speakers, there are others that book speakers for less prominent events where a speaker only needs to be well qualified to do the presentation. A search on a major Internet search engine with a key term like "speaker's bureau" is a good place to start.

If you have an existing product/service that you would like to promote, then effective public speaking can also help you attract a lot more client -

- Showcases your Knowledge – Speaking is effective because it showcases your knowledge before groups of people who eagerly show up to hear it. Your prospects may tune out advertising, but they'll pay attention to your talk because it presents your knowledge in polished form to people who think it will help them.
- Visibility – Speaking gives you tremendous visibility and credibility that increases over time. Whenever you are in the front of a room, you get noticed. People will remember who you are and what your business does. The more people see you speak and see your business name, the more successful people think you are.
- Marketing Reach – Speaking is a marketing strategy you can immediately embrace to get in front of potential customers. Speaking puts you within handshaking distance of your best prospects, many times helping you close sales before you leave the room. Speaking can help you reach dozens, and sometimes hundreds of your best prospects every time. Speakers report that speaking regularly continuously fills their prospect pipelines, ensuring a steady stream of new clients and customers.

**7. 10 Tips to improve your speaking voice**

"Well-timed silence hath more eloquence than speech." - Martin Fraquhar TupperOne of the most important components of public speaking is the sound of your voice. It influences the impact of your message, and might even make or break the success of your speech. Fortunately, for many people, good voice quality can be learned.

**Instructions :**

- Breathe from your diaphragm – Practice long and controlled exhales. When you speak, use breath to punctuate your point. For example, take a breath at the end of each phrase whether you need to or not. Use that opportunity to pause and let the listeners absorb what you say.
- Use pitch -Lower pitches generally are more soothing to hear. However, modulating your pitch for emphasis will keep your listeners engaged. Develop your pitch by practicing humming.
- Moderate your volume – Find out if you speak too loudly or too softly. When you begin speaking, ask your audience how your volume is (each situation is different). Try to stay at the appropriate volume throughout your speech.
- Moderate your pace – This one is also closely related to breath. If you speak too quickly, people can't keep up. If you speak too slowly, people will lose interest. Record your speech to determine if you need to change your pace. Get feedback from others.



Following are some of the barriers/problems to communication.

**1. LANGUAGE :** Choice of words is very important to the effectiveness of any communication. Many words have different meanings. Our background knowledge and experience affect our misunderstanding. The use of foreign words and technical terms may cause miscommunication.

**2. BODY LANGUAGE :** Body language includes facials expressions, gestures, eye contacts, movement etc. All these play an important role in communication. The absence of these cues block the way of communication.

**3. LISTENING :** Listening is an important communication skill. It demands the attention and focus. But we ignore this area badly. Our listening ability is no more than twenty five percent. Poor listening causes misunderstanding.

**4. RELATIONSHIPS :** The effectiveness of any communication may depend on the nature of relationships between the sender and receiver. If relationships between people are not good, communication may break down.

**5. EMOTIONS :** Communication cannot succeed if a person is highly emotional about the topic concerned. Problems may arise from anger and fear. If emotions are high on either side, it would be better to wait till the people cool down.

**6. LACK OF PLANNING :** Good communication seldom happens by chance. Too often people start writing or speaking without planning. If important things like wording, channel, cost, timing etc of the messages are not planned, communication would not succeed.

**7. WRONG CHANNEL :** The choice of wrong channel may be a problem to communication. A channel should be selected keeping in view the receiver, cost, urgency, nature of message etc. If lengthy data about budget are communicated orally, they will not bring success.

**8. SYSTEMS :** In any organization, there should be prescribed procedures for getting messages to the people who need them. In the absence of these systems, there can be no effective communication.

**9. INTERNATIONAL ENVIRONMENT:** Words, colours and gestures may have different meaning in different cultures and countries. So the communicators must know their true meanings. Otherwise there may be miscommunication.

**10. JUMPING TO CONCLUSION:** Sometimes we jump before hand to the conclusion because of our saying and hearing is attached to our expectations. We do not look what actually happen there. Due to which miscommunication arises.

**11. CLOSED MIND :** Some people hold rigid views on certain subjects. They do not consider facts or additional information. Such close-minded persons are very difficult to communicate with because they create interruption and not ready to hear the information.

**Q. How can Barriers/Problems to Communication be removed?**

How to remove barriers to communication?

Explain Guidelines for Effective Communication.

Explain Principles of Effective Communication.

Communication is all about understanding. Our aim should be to communicate a message successfully so that it brings desired results. Following are some guidelines for effective communication. These steps will prove helpful in removing barriers/problems to communication.

**1. THINK CLEARLY :** Think before you write or speak. It is the first and foremost quality for any message to be effective and successful. A poorly planned communication hardly brings desired results.

**2. LISTEN CAREFULLY :** Communication is a two way process. Listening is as important as speaking. If we listen carefully, we are able to perform well.

**3. SELECT RIGHT CHANNEL/METHOD :** The selection of channel or method should be used carefully. It should be suitable to be desired aim. A wrong method may bring failure. The choice of method depends on these factors: Cost, Security, Urgency, Distance and Recipient.

**4. CHOOSE PROPER TIME :** Timing of communication holds great importance. Consider when the communication should take place. Time of day is particularly vital when you are communicating abroad.

**5. USE PROPER LANGUAGE :** The choice of words is very important. Use words which are relevant to the topic and which will not cause any miscommunication.

**6. OBTAIN FEED BACK :** The sender should obtain feedback of the communication. Feedback indicates how the receiver reacted to the communication.

## CHAPTER # 03 KINDS OF COMMUNICATION

**Q. Write down the kinds/types/modes of Communication.**

There are major two modes of Communication.

1) Verbal Communication 2) Non Verbal Communication

**VERBAL COMMUNICATION:**

Verbal Communication is the process of communicating with words. Certainly we have to use words to communicate with others in our day-to-day life both in formal and informal context.

**NON-VERBAL COMMUNICATION**

Communication without using words is called non-verbal communication. It is unplanned and unintentional. It involves appearance, body language, facial expression, voice, silence, and time & space.

**1. KINDS OF VERBAL COMMUNICATION**

**A) ORAL COMMUNICATION**

• Face to face Communication • Telephonic conversation • Mobile or Cell phones
• Meetings • Dictating messages and reports

**B) WRITTEN COMMUNICATION**

• Internal Communication (Memos, minutes, reports, circulars etc)
• External Communication (Letters, fax, press release, advertisements etc.)

**2. KINDS OF NON VERBAL COMMUNICATION:**

• Appearance • Body language • Silence, and time & space

**Q. Discuss various methods of Oral Communication.**

**ORAL COMMUNICATION**

Communication in which message is conveyed by means of spoken words is called Oral Communication: for example Meetings, briefings, and telephonic conversation.

Following are the various methods of Oral Communication.

**1. FACE-TO-FACE :** Talking or face-to-face communication is the Oral expression of knowledge, viewpoints, ideas, emotions etc. It may take place between two persons or among small group of people or is an address by one person to audience. In our daily life we spend most of the time in talking in order to communicate with others.

In face-to-face communication we also use facial expressions, gesture, posture, movement etc. These factors add impact to the meaning. Face-to-face has many advantages. Most



On occasion we find ourselves in situations where we must speak extemporaneously. It could be a business meeting, a gathering, or an issue of importance to us personally at the city council level. There are ways to be prepared for such moments.

**Things You Will Need:**

- Practiced Articulation
- Anger Control
- Knowledge of the Subject
- Self-confidence

**Step 1:** Practice articulation daily - When speaking, enunciate so you can be understood. Avoid mumbling and using extra words or pauses like er and ah. If you have a fondness for four letter words, try to eliminate them from your daily speech. This builds your confidence in your ability to speak in a proper manner.

**Step 2:** Practice speaking calmly and knowledgeably about a topic - In your daily life, practice keeping calm when people press your hot buttons. The more you practice at home and at work, the better you will become at anger control. When someone hits your hot button, take a deep breath or two before you respond. You may also need to give yourself a slow count of three before your respond. Deep breathing gives oxygen to your brain and is a quick release for rising anger.

**Step 3:** Be Prepared and keep Learning - When you put yourself in a situation of a group at a gathering, at work or at a meeting, you should prepare so you will be able to address the subject at hand intelligently. This means putting a little study into your life. As long as we live we should be learning. This is an opportunity to learn whether or not you are called on to speak. When uncomfortable, you can always state that you do not have enough information on this subject to speak knowledgeably.

**Step 4:** Exude self-confidence - Self-confidence comes from preparation and knowing you are able to meet the challenge of speaking on a particular subject.

Worst comes to Worst learn to gracefully decline. If you are not prepared, there is no shame in turning the floor over to someone else who is prepared. Of course, if you were asked in advance to speak, then this is not extemporaneous and you should meet your obligation.

6. "Mere words are cheap and plenty enough, but ideas that rouse and set multitudes thinking come as gold from the mines." - A. Owen

Imagine if you could make good money talking about something you love. Well, it is definitely possible! Almost any subject can be a good foundation for building a speaking business. And, you can do it even if you have little or no capital or experience.

The following tips should put you on the right path!

- Starting Small – You can start public speaking as a part time thing at the start and later as you gain recognition, lots of big offers and opportunities will crop up automatically!

- Choosing Subject – Choose a subject to speak about. Whatever area of expertise you have, it's likely that there are people who would like to hear you speak. Make sure that, whatever subject you choose, you know enough to sustain an intelligent, useful presentation and to answer any questions your audience might have. You'll also want to choose a subject you love – neither you nor your audience will enjoy your speech on photography if you hate snapping pictures.

- Create your Marketing Plan – There are many different options as far as earning money as a speaker is concerned. You can directly market yourself to organizations that might hire you. You could approach companies that have employees that could benefit

disagree and can be nice to talk about differences, but it can also be a quick step toward an argument.

- Try not to argue! You do not have to agree with everything someone says, but you do not have to tell them all about how you disagree. If you feel the need to explain an opposing viewpoint, express it simply and without putting the other person on the defensive. It is better to simply change the subject in a casual conversation than to get involved in an argument.
- Try not to nod or respond with "Yes" and "I see" so much. It might make the person think you are bored and sometimes it may seem like you are rushing them along. Never say anything hurtful or offensive to the other person, this may project a bad feeling between you.
- If it is a planned conversation, try listening to the news in case you run out of thing to say, it is always a good solution.
- Also try not to cut the person off mid-sentence. It seems disrespectful and it makes it seem like what you have to say is more important than what the other person has to say. Let the person finish their thoughts and then continue on with thoughts of your own.

**5. How to speak well and confidently**

Are you very shy when it comes to new surroundings, such as starting a new class or moving to a new area? Sometimes, it is necessary to overcome your shyness and speak confidently. By doing this, it can help you not only to share your ideas properly to others, but also to learn communicating with others. Here are a few steps to consider when speaking with confidence.

**Steps**

- Learn how to have conversations with people. Your ideas or opinions may not always be accepted by others, but this is nothing unusual. Open your mouth, express your beliefs! This will improve your courage.
- Don't be afraid and speak loudly. If you speak in a low voice, not only will others not be able to hear what you say, but you will also portray a submissive demeanor, which suggests the opposite of a confident one.
- Make eye contact when you speak. For one thing, it is polite for others. Also, eye contact will help others to listen to your thinking carefully.
- Praise yourself everyday! This will promote your own confidence, which is important when you speak. With more confidence, people will take your thinking more seriously.

**Tips**

- Don't be nervous when you make mistakes. Human error is far from being a new concept — nobody is perfect! It is normal for everyone to make mistakes. Just calm down and keep speaking bravely.
- Try and try again! This may be difficult for a shy person at first, but you need to force yourself to speak, and not seclude your thoughts. If you have some ideas, then try to speak out! Don't just keep them in your head.
- If you have self confidence issues, try to think that you are the only one who has sound knowledge about the topic. Then go ahead and impart your knowledge to the audience in an effective way.
- Remember that there is a fine line between confidence and arrogance. Don't portray an exaggerated amount of confidence, or you will come off as arrogant, believing that your ideas are better than the ideas of everyone else.

**6. How to be prepared for impromptu speaking**

"It usually takes me more than three weeks to prepare a good impromptu speech." - Mark Twain



importantly, it is immediate. It is also possible to get quick feed back but inaccuracy results because there is no permanent record. It is also often less concise because it is not prepared as carefully as written communication.

**2. TELEPHONIC CONVERSATION :** Telephone is the most important used means of Oral communication in the present world of business. Telephonic talk plays a vital role in business or personal life. We receive or convey message by telephone. Through it, we can place orders, give instructions, settle certain business matters, send or receive any information that interests you. Moreover, it is the best source of seeking immediate response or feedback.

**3. MOBILES OR CELL PHONES :** In the recent years, Cell phones has brought about a wonderful and dramatic change in communication. Cell phones proves definite edge over fixed telephone when we talk of connectivity, convenience and freedom to roam. The person holding a mobile can be contacted at any time, at any place.

**4. MEETINGS :** From time to time you have to attend meetings, which involve oral communication. You also conduct meetings with your workers, employees, colleagues, subordinates etc. Sometimes you attend meetings as participant. Your role in a meeting will be that of either a leader or participant. Being a leader you provide guidelines to those who work for your firm. And as a participant, you seek or provide some information.

**5. DICTATING MESSAGES & REPORTS :** Dictating message and report is also form of Oral communication. The dictator requires certain techniques to dictate a message or report. As the executive of a firm, you have to dictate letters, invitations, reports etc.

**Q. Describe the major characteristics of Oral communication. Also discuss the advantages of Oral communication.**

**CHARACTERISTICS OF ORAL COMMUNICATION:**

Following are some major characteristics of Oral communication.

- It has simples and easy constructions.
- It is conversational in nature.
- It may take place anywhere.
- It focuses on interpersonal relations.
- It contains less technical information.
- It contains less complex information.
- It has normally no permanent record.
- It is highly flexible in nature.
- The environment plays a role.
- The appearance of a person plays a role.

**ADVANTAGES OF ORAL COMMUNICATION**

- It brings immediate feedback.
- It is easy to convey and to understand.
- It may be relatively detailed.
- It can be changes according to the situation.
- It does not need stationery or equipment.
- Mutual understanding is created.
- Rapid feedback allows for easy correction.

**DISADVANTAGE:**

• Risk of message distortion.

• When the message has to be passed to a number of people, it is distorted because everyone interprets it according to his own perceptions.

**Q. Explain Written Communication. Describe Advantages & Disadvantage.**

**WRITTEN COMMUNICATION :** Another method of verbal communication is written communication. Here the message is sent by means of written words. Mostly in formal situations or at organizational level, written channel is used. Almost all the activities in a business organization, company or offices are carried through written channel because it is more formal and reliable than the oral one. Memos, letters, e-mails, notices, periodicals, reports etc are some examples of written communication.

**ROLE OF WRITTEN COMMUNICATION:** Written communication is frequently used to receive or convey information. We use business letters to convey information to our customers, dealers, sellers, manufactures, firm etc. Similarly, memorandums are exchanged between two departments to share certain information or to pass instructions. Circular letters are used to convey some information of general nature within or outside the organization. Minutes are prepared to record the proceedings of a meeting and note down the decisions taken in the meeting.

Fax and e-mail are used as brief and rapid media of communication between two or more than two business firms on some common issues. All this written communication plays a vital role in strengthening business relations.

**ADVANTAGES**

• It is well planned. • It is used to convey complex messages. • It has a permanent record. • It is used to send long messages. • It is relatively low in cost. • It may be sent to various people at one time. • It is verifiable and tangible. • It is available for ready reference.

**DISADVANTAGES**

• It is time consuming. • It brings a delayed feedback. • Use of longer words and sentences. • It is more formal than Oral communication. • Its main focus is on context.

**Q. Write down Comparison between Oral and Written communication.**

Produce a comparative study of Oral and Written communication

Oral and Written communication have many common features. In both the situations, one has to define the purpose, know the receiver and get the desired results. Both are important and effective in their respective spheres. A comparison of Oral and Written communications follows:

| Sr. No. | POINTS | Oral Communication | Written Communication |
|---|---|---|---|
| 1. | Feedback | Immediate | Delayed |
| 2. | Word | Shorter | Longer |
| 3 | Nature | Conversational | Formal |
| 4. | Focus | On interpersonal relations | On Contents |
| 5. | Aids | Body Movements | Punctuations |
| 6. | Contents | Less technical information | More technical information |
| 7. | Construction | Simple | Complex |



7. Ask clarifying questions. If the topic seems to be one they are interested in, ask them to clarify what they think or feel about it. If they are talking about an occupation or activity you do not understand, take the opportunity to learn from them. Everyone loves having a chance to teach another willing and interested person about their hobby or subject of expertise.

8. Paraphrase back what you have heard, using your own words. This seems like an easy skill to learn, but takes some practice to master. Conversation happens in turns, each person taking a turn to listen and a turn to speak or to respond. It shows respect for the other person when you use your "speaking turn" to show you have been listening and not just to say something new. They then have a chance to correct your understanding, affirm it, or embellish on it.

9. Consider your response before disagreeing. If the point was not important, ignore it rather than risk appearing argumentative. If you consider it important then politely point out your difference of opinion. Do not disagree merely to set yourself apart, but remember these points:

- It is the differences in people–and their conversation–that make them interesting.
- Agreeing with everything can kill a conversation just as easily as disagreeing with everything.
- A person is interesting when they are different from you; a person is obnoxious when they can not agree with anything you say, or if they use the point to make themselves appear superior.
- Try to omit the word "but" from your conversation when disagreeing as this word often puts people on the defensive. Instead, try substituting the word "and", it has less of an antagonistic effect.

10. Consider playing devil's advocate – which requires care. If your conversation partner makes a point, you can keep the conversation going by bringing up the opposite point of view (introduce it with something like "I agree, and..."). If you overuse this technique, however, you could end up appearing disagreeable or even hostile.

11. Do not panic over lulls. This is a point where you could easily inject your thoughts into the discussion. If the topic seems to have run out, use the pause to think for a moment and identify another conversation topic or question to ask them. Did something they said remind you of something else you have heard, something that happened to you, or bring up a question or topic in your mind? Mention it and you'll transition smoothly into further conversation!

12. Know when the conversation is over. Even the best conversations will eventually run out of steam or be ended by an interruption. Shake hands with the other person and be sure to tell them you enjoyed talking with them. Ending on a positive note will leave a good impression and likely bring them back later for more!

**Warnings**

- Choose carefully when asking personal questions. You do not want to venture into overly personal issues. Even if the other person might be willing to talk about it, you may end up learning things that you really do not want to know. You certainly do not want the other person to think afterward that you coerced them into revealing personal information.
- Be sincere! Compliments are great, but too much flattery is obvious and will reveal you as being insincere.
- Beware of topics that can be inflammatory – such as religion and politics – and don't venture into them unless you know the person has roughly the same convictions as you, or the circumstances otherwise allow for pleasant discussion. Again, it's fine to

- Follow the lead that your listener is expressing. If he or she appears interested, then continue. If he or she is looking at a clock or watch, or worse, looking for an escape strategy, then you have been going on for too long.
- Interesting and funny quotes or facts can lighten things up, and make way for things to talk about. You could also use a set of conversation starter question cards for inspiration.
- If talking over the phone, keep the person involved in the conversation at all costs. If you can't come up with a good topic, try the "questions" game. Just keep asking them questions; random questions work just fine as long as they are appropriate. This technique can save a phone conversation. The questions should be open ended questions that do not require a yes or no answer. For example "How do you know the hosts?" This way you can ask questions about what they just said or follow up with how you know the hosts (for example) instead of acting as if the conversation is an interrogation.
- Half of an effective conversation is the way you non-verbally communicate, and not necessarily what you say. Practice better non-verbal skills that are friendly and confident.
- Read newspapers and magazines to increase your knowledge so you can have more interesting things to talk about

**4. How to have a great conversation with any one**

The art of conversation takes practice, and is not as hard as you might think. It will take some knowledge, practice, and patience, and you can learn to relax and enjoy a great conversation. With these tips you will be well on your way to having a good, meaningful and entertaining conversation with anyone!

1. Make a good first impression. Smile, ask questions that require more than a yes/ no answer, and really listen. Maintain eye contact and keep as friendly and polite as possible.

2. Listen. This is the most important part of any conversation. You might think a conversation is all about talking, but it will not go anywhere if the listener is too busy thinking of something to say next. Pay attention to what is being said. When you talk to the other person, injecting a thought or two, they will often not realize that it was they who did most of the talking, and you get the credit for being a good conversationalist – which of course, you are!

3. Find out what the other person is interested in. You can even do some research in advance when you know you will have an opportunity to talk with a specific person. Complimenting them is a great place to start. Everyone likes sincere compliments, and that can be a great ice-breaker.

4. Ask questions. What do they like to do? What sort of things have they done in their life? What is happening to them now? What did they do today or last weekend? Identify things about them that you might be interested in hearing about, and politely ask questions. Remember, there was a reason that you wanted to talk to them, so obviously there was something about them that you found interesting.

5. Forget yourself. Dale Carnegie once said, "It's much easier to become interested in others than it is to convince them to be interested in you." If you are too busy thinking about yourself, what you look like, or what the other person might be thinking, you will never be able to relax. Introduce yourself, shake hands, then forget yourself and focus on them instead.

6. Practice active listening skills. Part of listening is letting the other person know that you are listening. Make eye contact. Nod. Say "Yes," "I see," "That's interesting," or something similar to give them clues that you are paying attention and not thinking about something else – such as what you are going to say next.



| | | | |
|---|---|---|---|
| 8. | Record | No permanent record | Permanent record |
| 9. | Appearance | Person has role | Paper has a role |
| 10 | Type | Flexible | Firm |

**Q. Discuss in detail Non-Verbal cues.**

Communication without using words is called non-verbal communication. It is unplanned and unintentional. It involves appearance, body language, facial expression, voice, silence, and time & space language. Words are easy to control but body language and facial expressions are not. It is estimated that 85% of our communication comes through nonverbal cues.

Following are different aspects of nonverbal cues.

• Appearance • Body language • Silence, and time & space

**1. APPEARANCE:** Appearance casts impression on written and oral messages. Appearance conveys non-verbal impression that effect receiver's attitude towards the verbal message even before they read or hear them.

In written communication, the format, neatness and language of a message convey a non-verbal message to the receiver and impress him greatly. In case of oral communication personal appearance as well as appearance of surroundings matter a great deal. Clothing, hairstyles, neatness, jewellery, cosmetics, postures, stature are part of personal appearance. They convey impressions regarding age, nationality, social and economic level, job status and so on. Appearance of surroundings include room size, locations, wall decorations, lighting, view and other related features.

**2. BODY LANGUAGE :** The most studied sub area of non-verbal communications is body language. It is also called Kinesics. It includes facial impressions, gestures, posture and movement, smell in touch and voice and sound. The eye and face are especially helpful means of emotions such as anger, confusion, fear, joy, surprise and so on.

In addition to eye and face, other body parts move and convey meaning.

These are our gestures; for example the physical movement of arms, legs, hands and torso and head. Posture and movements convey self-confidence, status or interest. Even touching people can communicate friendship, love hatred or approval. A kiss on the cheek, pat on the shoulder and the slap on the back is promoted by various emotions.

Lastly voice quality or sounds are also a part of non-verbal communication. These include voice volume, rate, pitch and other sounds such as throat clearing and sighing. A loud voice often communicate urgency, speaking may suggest nervousness or haste and lack of pitch indicates monotony. These are also called paralanguages.

**3. SILENCE, TIME AND SPACE :** If you make a request and it is not met with silence, how you will feel. It may annoy you. Time is important in many ways. If you are kept waiting for two hours for a meeting, you will not feel good. Space between two persons is also important.

Going too close to others may cause annoyance to them.

## CHAPTER # 04 Seven C's of Effective Communication

**Q. What are the principles of effective communication? Discuss in detail.**

Write down the qualities of a good business letter.

Explain the seven C's of effective communication.

Explain the characteristics of a good business letter.

Effective communication is the "life blood" of every organization. The success of a business

depends largely upon effective communication. An effective business letter prompts the reader to react favourably. Communication is effective only when it brings desired results. To communicate effectively, both in written and oral form, certain principles should be kept in mind, which are known as seven C's.

Following are the qualities of an effective business communication.

1. Completeness 2. Conciseness 3. Consideration 4. Courtesy 5. Clarity 6. Concreteness 7. Correctness

**1. COMPLETENESS:** Completeness means that the message should be complete in all respects. It should contain everything that the listener or reader needs for the desired reaction. Our message must contain all essential information. An incomplete message causes loss of money, time and effort. Completeness of a message may be tested on the basis of five W's: What, Who, Why, Where and When. For example if we are informing someone about a meeting, we should tell: What type of meeting? Who will attend it? Why has it been called? Where will it be held? When will it be held?

As you strive for completeness, keep the following guidelines in mind:

• Provide all necessary information. • Answer all questions asked. • Give something extra, when desirable.

**2. CONCISENESS :** Conciseness means that the message should be in the fewest possible words without sacrificing other qualities. A concise message is brief without being wordy. It saves time of both sender and the receiver. Shakespeare said: "Brevity is the soul of wit".

Following are some ways to achieve conciseness:

• Avoid wordy expressions • Include only relevant material • Avoid unnecessary repetition

**3. CONSIDERATION:** Consideration means looking at the message from the receiver's point of view. It is called "You attitude". The writer should avoid such sentences: "We do this" or "We do that". The reader is not interested in what the writer does. He will not buy a thing because the seller needs money. The reader will look at his own benefit or comfort. The writer should always visualize the receiver. Three specific ways to indicate consideration are:

• Focus on "YOU" instead of "I" and "WE".

• Show audience benefit or interest in the receiver.

• Emphasize positive and pleasant facts.

**4. COURTESY :** True courtesy involves being aware not only of the perspective of others, but also their feelings. Courtesy costs nothing but it brings much. Basically it is a mental attitude. It shows respect and love for the reader. Courtesy makes life pleasant and wins friends. A message written in a courteous way seems to be smiling. "Thank you" and "Please" are courteous words. Courtesy should be used with sincerely.

The following are suggestions for generating a courteous tone.

• Be sincerely tactful, thoughtful and appreciative.

• Use expressions that show respect.

• Choose nondiscriminatory expressions.

**5. CLARITY:** Clarity is a very important principle of communication. In order to convey a message effectively, a letter must be clear. A message, which is not clear, causes annoyance and even loss of business. Clarity means to get meaning from your head into the head of your reader accurately. Message must be clear to the reader both in meaning and spirit. Clarity in expression comes with clear thinking. To achieve this purpose, following points should be kept in mind.



**3. How to Start conversation with new people**

Whether you are a host or a guest, there are many social situations that will call for interaction, even when you are stumped for some way to get it going. For example, you might want to help a friend's new "significant other" feel comfortable. Or, you might see a stranger across a crowded room, and realize that this is your only chance to impress Mr. or Ms. Wonderful. Then, you realize that you're not sure what to say.

1. Start with a "hello," and simply tell the new person your name then ask them theirs. Offer your hand to shake, upon his/her responding to you. (If you go to other countries, greet the person in tune with the particular culture). If you already know the person, skip this step and proceed to step.

2. Look around. See if there is anything worth pointing out. Sure, talking about the weather is a cliche, but if there's something unusual about it–bam!–you've got a great topic of conversation.

3. Offer a compliment. Don't lie and say you love someone's hair when you think it's revolting, but if you like his or her shoes, or a handbag, say so. A sincere compliment is a wonderful way to get someone to warm up to you. But be careful not to say something so personal that you scare the person off or make him or her feel uncomfortable. It is best not to compliment a person's looks or body.

4. Ask questions! Most people love to talk about themselves — get them going. "What classes are you taking this year?" "Have you seen (Insert-Something-Here)? What did you think of it?" Again, keep the questions light and not invasive. Do not ask too many questions if he or she is not responsive to them.

5. Jump on any conversation-starters he or she might offer; take something he or she has said and run with it. Agree, disagree, ask a question about it, or offer an opinion, just don't let it go by without notice.

6. Look your newfound friend in the eye, it engenders trust (but don't stare). Also, use the person's name a time or two during the conversation; it will help you remember the name, and will draw the person's attention to what you are talking about.

7. Don't forget to smile and have fun with your conversation!

**Tips**

• Just relax. Chances are that whatever small-talk you're making isn't going to stick out in anyone's mind a few months from now. Just say whatever comes into your head, so long as it's not offensive or really weird. (Unless, of course, the person you're attempting to converse with is into weird stuff.)

• Remember, if you think of something in your head while you're talking, it's probably related.

• It will help if you watch some TV, listen to radio shows, and/or read a lot — newspapers, magazines, and/or books. You need to have some idea of what is going on in the world. Also remember and plan to share anything you like, think is funny, or find intriguing. This is building up your own library of things that might be helpful to another person during a conversation someday. It will be amazing how you thread these interesting things when you least expect it, and make conversation an adventure instead of a dreadful task. If you take it to the next step and say things that you want the person to think of as adding value, and keep to yourself things that the person might not, you are actually honing your own personality to be appealing to the other person, and what is a greater act of kindness than that.

• If you are shy, it will be helpful to have thought about a topic or two that you could talk about.

• Also try not to cut the person off mid-sentence. It seems disrespectful and it makes it seem like what you have to say is more important than what the other person has to say. Let the person finish their thoughts and then continue on with thoughts of your own.

**2. How to Argue effectively and win**

It can be difficult for people to get their point across without hurting one another in the process. Here are some tips for effectively resolving a problem by stating your views, while being collected and reasonable. Also included are tips on winning an argument.

Stay calm & Keep a steady low tone. The energy you give off is usually picked up on by the other person; if you are calm they sense you mean no harm and relax more. Even if you get emotional, try to keep your dignity and don't lash out unexpectedly. Also consider your tone of voice; try to keep a steady, low tone and volume, not fluctuating to much in speed and sound. Try to sound as relaxed as possible and avoid high-pitched sounds. Also consider your body language: have a good firm posture that makes your feel powerful but not aggressive.

Don't insult the other person. Avoid to, in any way, say something that might be taken as an insult. When people are angry they are much more sensitive and will take even the smallest comment as an insult. Express that you are willing to listen to the other person and respect them. Even though you might not agree with what the other person is saying you need to remember that they might feel just as strongly about their views as you do about yours.

Be reasonable. The outcome of the argument might not be exactly what you wanted, but never expect to get everything you want.

Don't let it last too long, the argument degrades if it's held out.

Allow each person to speak and make their point.

Set healthy boundaries. If the person with whom you are arguing is angry, obnoxious or verbally abusive, should you really be interacting with them? It may be better to walk away.

If the argument is with a clerk, salesperson, etc. ask to speak with their supervisor. If a supervisor isn't immediately available, get a phone number.

Winning an Argument -

Think about the possible arguments for and against your side, and the opposite side. If there is any major weakness in your argument, you must fill it before coming to a confrontation with the opposition, or risk losing the argument.

Identify any major pitfalls your opponent can step into. A gentle nudge here and there to get them to make some sort of fallacious statement that allows you to close the bear trap is psychologically damaging and can win an argument on the spot. Also try to take each argument to its logical conclusion.

• Always take full advantage of any illogicality or fallacy in your opponent's argument. Return any illogical points with as many relevant logical facts as possible, to completely quash their point. If this is not possible, take their point and use it in your favor logically.

• It's always possible to lose an argument, especially if your argument has major weaknesses. Accept it if that's the case. However, arguments do sometimes come to standoffs, where no side is stronger than the other and nobody wins or loses. when this happens, learn to leave the argument as nothing can be gained by continuing to confront your opponent. When this happens, don't lose control or get desperate.



• Choose precise, concrete and familiar words so that the receiver may understand it.
• Construct effective sentences and paragraphs with average length having coherence and unity of thought.
• Make your message readable and clear by arranging words and clauses in proper order.

**6. CONCRETENESS:** Concreteness means that the message must be specific and definite, not vague or ambiguous. It is desirable and concrete in both written and oral communication. It enables the receiver to know exactly what is meant or required. Specific information increases the possibility that message will be received understood and interpreted as you intend it to be. Following guidelines should be observed to compose concrete messages.

• Use specific facts and figures. • Put action in your verbs. • Choose vivid, image building words.

**7. CORRECTNESS:** Correctness means the accuracy of contents, form, language and expression. Correctness is the greatest quality of a message. Everything in the message should be correct. The physical appearance, information, grammar, spelling, punctuations, capitalization etc should be correct. Errors, even of minor nature create a negative impression and may cause confusion. For this purpose following guidelines should be observed.

• Use the right level of language. • Check accuracy of figures, facts and words.
• Maintain acceptable writing mechanics.

## CHAPTER # 05 Listening

**Q. Define & Explain Listening. What is difference between Hearing and Listening? Define Listening. How is hearing different from listening.**

"Listening is the process of receiving, focusing, decoding, accepting and storing what we hear". Listening is a process of recognition of sound and voices with attentiveness and willingness.

**RECEIVING:** Receiving refers to our ability to hear and or see with motivation. Receiving is a passive process. Visual cues can be important for listening.

**FOUCUSING:** Focusing means limiting our attention to a specific motivation. Focusing is an active process. At a time, we can receive many motivations: people talking, phone ringing, music playing, wind blowing, birds singing, and babies crying. It is difficult to focus on all of them. So, we focus on the most desired one.

**DECODONG:** Decoding means giving meaning to motivations. For example, a mother tries to find why her child is crying. But even with effort, decoding is not always possible. The mother may not find the reason of the child's crying. It also becomes difficult when words have different meanings for the people.

**ACCEPTING:** Accepting means understanding the message as the speaker intends to it. We do not have to agree with the message but we should interpret it correctly. Bias can destroy a message.

**STORING:** Storing means placing the accepted message in our memories for later recall.

**HEARING AND LISTENING:** Too often people think that hearing and listening is the same thing. But there is a big difference. Hearing depends upon the ears but listening uses the mind as well as the eyes. Following points show the difference between Hearing and Listening.

| | HEARING | LISTENING |
|---|---|---|
| 01. | A biological gift | An acquired skill |
| 02. | A passive process | An active art |

| | | |
|---|---|---|
| 03. | A mechanical process | A learned behaviour |
| 04. | No attention or focus is required | Attention and focus are required |
| 05. | Happens itself | Has to make it happen |
| 06. | Can not be turned on or off | Can be turned on and off |
| 07. | Often undesirable | Mostly desirable |
| 08. | Often damaging | Mostly useful |
| 09. | Visual cues are not involved | Visual cues play a vital role |
| 10. | It is not selected | It is selected |

**Q. What is the purpose of Listening? Explain in detail.**

Oral communication is a two way process, and listening is extremely important in it. Listening is as much a part of communicating as is talking. Often a speaker tries his best to get his audience to listen. But the audience cannot repeat what they have listened. A teacher takes pains to teach a lesson to the students who fail to reproduce what they have been taught. Before listening to a speaker, the audience must have a definite purpose of listening otherwise the process of listening will fail.

**PURPOSE OF LISTENING:**

**1. TO GAIN INFORMATION:** Throughout our life we gain information through listening that becomes the part of our knowledge. We gain valuable information through the spoken words. Lecture by a teacher adds to our knowledge and elaborates textbooks. Customer is persuaded to buy goods because he listens with a purpose i.e. to get information about a product he is interested in. Interviews provide new information. Almost everyday we learn a new thing through listening.

**2. TO EXAMINE AND VERIFY THE MESSAGE:** When a person presents a message, we do not accept it as a truth. Most of the speaker's message consists of facts and opinions. As a good listener we try to verity the facts of the message and question the speaker because we want to arrive at what is true, practical and acceptable.

**3. TO BE INSPIRED:** The management speeches to workers are highly inspiring. They urge the workers to work whole-heartedly. Sales meetings are known for their value. So, bands, singers, stage shows, road shows, etc. Are used to inspire the future customers.

**4. TO IMPROVE COMMUNICATION:** The persons who are good communicators impress the listeners in an excellent way. So you should attend meetings, hear speeches, meet people. All these techniques highly improve your own communication. You should reject undesirable habits, which you see and hear in different speakers.

**Q. Explain the types of Listening.**

Write a note on Active Listening and Passive Listening.

Differentiate between Active Listening and Passive Listening.

Listening may be of two types:

1. Active Listening 2. Passive Listening

**ACTIVE LISTENING:**

In active listening we devote our attention to the speaking person. We listen to him whole-heartedly. We are also physically attentive. Active listening may take following forms:

**(i) Informative Listening:** When someone gives some information such as briefing a lecture or an instruction, we listen actively. Informative listening involves comprehension and recall. As a listener, we aim at learning a new thing. It has a key role in business and education.



- It is the differences in people–and their conversation–that make them interesting.
- Agreeing with everything can kill a conversation just as easily as disagreeing with everything.
- A person is interesting when they are different from you; a person is obnoxious when they can not agree with anything you say, or if they use the point to make themselves appear superior.
- Try to omit the word "but" from your conversation when disagreeing as this word often puts people on the defensive. Instead, try substituting the word "and", it has less of an antagonistic effect.

10. Consider playing devil's advocate – which requires care. If your conversation partner makes a point, you can keep the conversation going by bringing up the opposite point of view (introduce it with something like "I agree, and..."). If you overuse this technique, however, you could end up appearing disagreeable or even hostile.

11. Do not panic over lulls. This is a point where you could easily inject your thoughts into the discussion. If the topic seems to have run out, use the pause to think for a moment and identify another conversation topic or question to ask them. Did something they said remind you of something else you have heard, something that happened to you, or bring up a question or topic in your mind? Mention it and you'll transition smoothly into further conversation!

12. Know when the conversation is over. Even the best conversations will eventually run out of steam or be ended by an interruption. Shake hands with the other person and be sure to tell them you enjoyed talking with them. Ending on a positive note will leave a good impression and likely bring them back later for more!

**Warnings**

- Choose carefully when asking personal questions. You do not want to venture into overly personal issues. Even if the other person might be willing to talk about it, you may end up learning things that you really do not want to know. You certainly do not want the other person to think afterward that you coerced them into revealing personal information.
- Be sincere! Compliments are great, but too much flattery is obvious and will reveal you as being insincere.
- Beware of topics that can be inflammatory – such as religion and politics – and don't venture into them unless you know the person has roughly the same convictions as you, or the circumstances otherwise allow for pleasant discussion. Again, it's fine to disagree and can be nice to talk about differences, but it can also be a quick step toward an argument.
- Try not to argue! You do not have to agree with everything someone says, but you do not have to tell them all about how you disagree. If you feel the need to explain an opposing viewpoint, express it simply and without putting the other person on the defensive. It is better to simply change the subject in a casual conversation than to get involved in an argument.
- Try not to nod or respond with "Yes" and "I see" so much. It might make the person think you are bored and sometimes it may seem like you are rushing them along. Never say anything hurtful or offensive to the other person, this may project a bad feeling between you.
- If it is a planned conversation, try listening to the news in case you run out of thing to say, it is always a good solution.

# Part Two : Public Speaking

### 1. Art of Conversation

The art of conversation takes practice, and is not as hard as you might think. It will take some knowledge, practice, and patience, and you can learn to relax and enjoy a great conversation. With these tips you will be well on your way to having a good, meaningful and entertaining conversation with anyone!

1. Make a good first impression. Smile, ask questions that require more than a yes/no answer, and really listen. Maintain eye contact and keep as friendly and polite as possible.

2. Listen. This is the most important part of any conversation. You might think a conversation is all about talking, but it will not go anywhere if the listener is too busy thinking of something to say next. Pay attention to what is being said. When you talk to the other person, injecting a thought or two, they will often not realize that it was they who did most of the talking, and you get the credit for being a good conversationalist – which of course, you are!

3. Find out what the other person is interested in. You can even do some research in advance when you know you will have an opportunity to talk with a specific person. Complimenting them is a great place to start. Everyone likes sincere compliments, and that can be a great ice-breaker.

4. Ask questions. What do they like to do? What sort of things have they done in their life? What is happening to them now? What did they do today or last weekend? Identify things about them that you might be interested in hearing about, and politely ask questions. Remember, there was a reason that you wanted to talk to them, so obviously there was something about them that you found interesting.

5. Forget yourself. Dale Carnegie once said, "It's much easier to become interested in others than it is to convince them to be interested in you." If you are too busy thinking about yourself, what you look like, or what the other person might be thinking, you will never be able to relax. Introduce yourself, shake hands, then forget yourself and focus on them instead.

6. Practice active listening skills. Part of listening is letting the other person know that you are listening. Make eye contact. Nod. Say "Yes," "I see," "That's interesting," or something similar to give them clues that you are paying attention and not thinking about something else – such as what you are going to say next.

7. Ask clarifying questions. If the topic seems to be one they are interested in, ask them to clarify what they think or feel about it. If they are talking about an occupation or activity you do not understand, take the opportunity to learn from them. Everyone loves having a chance to teach another willing and interested person about their hobby or subject of expertise.

8. Paraphrase back what you have heard, using your own words. This seems like an easy skill to learn, but takes some practice to master. Conversation happens in turns, each person taking a turn to listen and a turn to speak or to respond. It shows respect for the other person when you use your "speaking turn" to show you have been listening and not just to say something new. They then have a chance to correct your understanding, affirm it, or embellish on it.

9. Consider your response before disagreeing. If the point was not important, ignore it rather than risk appearing argumentative. If you consider it important then politely point out your difference of opinion. Do not disagree merely to set yourself apart, but remember these points:



**(ii) Critical Listening:** Critical listening involves analyzing a message. Analysis requires judging the message for benefit, logic and truth. We use this form of listening when people try to convince us. We listen actively because we want to know how we can benefit from it.

**PASSIVE LISTENING:** In passive listening, we are apparently listening to a person. But actually we do not focus completely. Passive listening may take these forms:

(i) In passive listening, we are apparently listening to a person. But actually we do not focus completely. Passive listening may take these forms:

**(i) Courteous Listening:** Courteous listening is a social listening. We should listen out of courtesy and love. After all, we want others to do the same for us. We also use courteous listening to keep our relations alive. When we say to a friend, "How are you?" we usually do so just for courtesy. We know that its answer would be "OK, how about you"? We owe many things to others: courteous listening is one of them.

**(ii) Appreciative Listening:** Appreciative listening is listening for personal enjoyment. It may include listening to songs and sound effects of a movie. Similarly, we enjoy a speakers tone, rhythm, or style. In short, appreciative listening is for relaxation and satisfaction.

**(iii) Healing Listening:** Healing listening involves listening with understanding of another's feelings, beliefs and values. It is used when someone wants to talk something out. Feedback in this listening keeps the persons talking. Feedback would include comments like: "I see," and "Yes" or "Smiles" etc.

**Q. Explain in detail Listening Problems.**

Explain in detail Listening Barriers.

There is a famous proverb: "Nature gave us two ears and only one mouth so we could listen twice as much as we speak". Good listening in silence is essential to good conversation. But we are poor listener. Most of us listen at only 25 percent efficiency. Why is it so? Following are some reasons:

**SELFISH BEHAVIOUS:** The biggest problem in listening is that we fail to focus on others. All of us desire to tell our ideas, feelings, opinions, achievements and jokes. And we want to do so at once without even waiting for the other person to stop. This thing causes listening problem.

**DISTURBANCE:** Disturbance blocks the way of listening. Disturbances may be external or internal. External disturbances include noise, abnormal temperature, glaring light, background music, poor dress of speaker, too many gestures etc. Internal disturbances include daydreaming, nervous problems, headache etc.

**PREJUDICE:** If you have good opinion about a person, you will pay full attention to what he says. But when you have certain prejudices against the speaker, you will not like to listen to him or you will listen to him carelessly. People so often see who is speaking. They forget what is being said. As a result, they lose interest in the spoken words because they do not like the speaker. Thus your listening efficiency is affected.

**THINGKING SPEED:** Most of us speak between 80 and 160 words a minute. Yet people can think at the rate of up to 800 words per minute. That leaves time on the listener's hands. This lag time may take listener away from the speaker.

**HASTY GUESS:** Very often we jump to the conclusions. We race ahead to what we feel is the conclusion. We anticipate too much. We arrive at the concluding thought quickly. Then we stop listening.

**HATED WORDS:** We hate some people. In the same we hate some words. Our attitude, biases, and feelings make us hate some word. We turn out the speaker when he uses such words repeatedly. This thing blocks the way of listening.

**PRONUNCIATION:** The way of delivering a message affects the people. Poor delivery makes the people bored and uninterested. The monotone can put listeners to sleep. Incorrect pronunciation creates doubts about the qualification of the speaker.

**SELECTIVE LISTENING:** Another common fault in listening is selective listening. When we listen selectively, we will listen only what is of interest. The result in that we will not remember what the speaker has said, instead, we will remember only what of interest.

**Q. Suggest techniques for effective listening.**

How can listening be improved? Write a comprehensive note.

**TECHNIQUES FOR EFFECTIVE LISTENING:**

Ability to listen effectively plays a vital role in the success of our career.

Effective listening requires conscious effort and willing mind. Survey have shown that listening occupies more time than any other communication activity: we spend more time listening than we spend speaking, reading or writing. Obviously, then we can improve our communication skills by improving our listening skill. Anyone can become a good listener by practicing following simple techniques.

**IGNORE DISTURBANCE:** Too often, external or internal disturbances take us away from the speaker's message. We must therefore work hard at becoming active listeners. We should focus on the message. Listening is an excellent way to learn.

**MAKE USE OF LAG TIME:** We should use lag time well. Lag time means the difference between speaking speed and listening speed. Most of us speak 80 to 160 words a minute. But we can listen at least four times faster. This shows that we have plenty of time to listen. Often, we begin to miss the speaker's point. We should use lag time carefully.

**AVOID ANTICIPATION:** Sometimes we do too much anticipating. This practice is called "jumping to conclusions". We think we know what the speaker is going to say. Then we stop listening. We should allow the speaker time to make the point. .

**BE OPEN MINDED:** We all have biases. While listening, we may be misled by these biases. We should suppress these biases. We should give the speaker a chance to make the point. We may learn a new thing that may remove a bias.

**HAVE EMPATHTY:** We should try to be a good listener. We should visualize matters from the speaker's point of view. Some people have a difficult time expressing their feelings about a matter. We should be courteous to them.

**DON'T PLAY JUDGE:** Sometimes we judge the speaker how he looks, talks or deliver. We should concentrate on the message, not on the speaker's dress, sex or mannerisms.

**LISTENING TO ALL MESSAGE:** Sometimes we have to hear messages that are difficult to understand. If we are poor listeners, we would stop listening. In such a situation, we should rely on the skills required for critical listening.

**DON'T ALTER THE MESSAGE:** At times, we distort the speaker's message. We twist it to our needs and beliefs. We do not have to agree with the message, but we should listen.

**TAKE NOTES:** We should take brief notes. We should get main points and write them down. We should focus on the facts and ideas. If we try to take down everything, we shall miss most of the message.

**PRACTICE LISTENING:** Most of us do not pay attention to listening skills. We should attend lectures or presentations that require attentive listening. We shall find that "practice makes a man perfect" with listening.

**Q. Write down results/advantages of good listening.**

Describe benefits of good listening.

**BENEFITS/ADVANTAGES OF GOOD LISTENING:** Effective, efficient and positive listening ensures the following benefits.



into your audience's eyes, but don't stare at them. Spread your attention over all sections of the4 audience equally. Eye contact keeps the audience attentive. It also helps speaker read their reactions.

**6. Read Feedback:** Read your audience's responses. If they are attentive, they will nod and take brief notes. If you see that people are moving restlessly, yawning or dozing, it shows their lack of interest. Then you should change the topic to keep them interested and attentive.

**7. Be Concise:** Say what you came to say: them close on time. Don't fill your speech with irrelevant remarks. Remember that what we think interesting may be boring for the audience.

**8. Summarize:** Before ending, take a moment to summarize the major points of your speech. This thing will be helpful for the audience who joined you late. But the summary should not be too long.

**9. Leave Time for Questions and Answers:** In the beginning, tell your audience that a question and answer session will be followed. Announce a specific time limit. Then you can end the session in a good way. End the session by saying: "We have time for one more question", or the like.

**10. Plan and Practice:** Planning and practice makes speech effective. An effective speaker communicates with confidence, interest and purpose. As with all skills, practice makes perfect.

**Q. Discuss Parts of a good Speech.**

Following are parts of a good speech.

**A. BEGINNING:**

In the beginning tell the audience what you are going to tell them. As with any other form of communication, your first task is to get the audience ready for the speech. Here are some suggestions:

- Declare your Subject: "Today I shall speak to you about....."
- Make an offer: "What I have to say will make your life better".
- Entertain with a story: Most listeners like a good story.
- Embrace your audience: "I feel pleasure and proud to be speaking to you".
- Promise to be brief: This will win attention of the audience.

**B. MIDDLE:**

The best way to put order into the body of your speech, are the ways that come most naturally. Here are some approaches.

- Chronological order: narrating events from first to last.
- Cause and effect structure: "before" vs. "after".
- Problem and situation order, or question and answer.
- Emotional order: move from easy to hard situation.

**C. END:**

Tell the audience what you have told. Many speeches end lamely.

Sometimes the speaker runs out of stream as well as time. More often the body of the speech is faulty. End when it is time to end. Once you announce that you are reaching the end of your speech, end your speech fast. It may be ended in one of the following ways.

- Refer to the beginning.
- Conclude with an inspiring quotation.
- Make a statement of hope.
- Make a call to action.
- Summarize your main points
- Ask a question.
- Ask for cooperation and unity.

When you have to make a short speech or long speech, you have to plan it carefully in advance. From the moment you agree to your assignment you should engage in planning the speech, which consists of following steps.

- Determine the purpose
- Analyze the audience
- Gather the material
- Organize the Data
- Plan Visual Aids
- Rehearse the Talk

**1. DETERMINE THE PURPOSE:** We communicate to achieve the desired results. The purpose may be to inform, to persuade, to sell product or service to want support, or to clarify a point. Write your purpose out in a single sentence, so that it becomes a focal point. This is the foundation stone in building any talk.

**2. ANALYZE THE AUDIENCE:** Consider your audience carefully. Each day you identify different audiences for the things you say. You speak to your boss or your subordinate in different ways. Think about these questions about your audience: What brings them together? What do they know about the topic? Are they businessmen, professional men or students? It will be helpful in different ways.

**3. GATHER THE MATERIAL:** This step requires research. You need facts, illustrations, examples, statistics etc. All the relevant information may not be available in one file. You may have to look through different files and meet many people. Consult all the relevant sources and collect the necessary information.

**4. ORGANIZE THE DATA:** Next step in planning speech is to prepare an outline. The outline is a type of skeleton, which merely indicates the structure of the presentation. The outline may include introduction, main statement, other statements and conclusion. Then you should close outline with necessary words.

**5. PLAN VISUAL AIDS:** A picture is worth one thousand words. Use visual aids to make your speech forceful. Visual aids make the data simple. They also save time and space. People take keen interest in them. Create visual aids, which do not bore the audience.

**6. REHEARSE THE TALK:** It is necessary that you rehearse your talk. It will help you in many ways. You may check your posture and body movements. It will also tell you how much time you have consumed. Then it will give you a good amount of confidence.

**Q. Discuss guidelines for making an oral presentation.**

The following guidelines should be used to make a good oral presentation.

**1. Introduce Topic Clearly:** Give your audience a minute or two to get adjusted to you and your speaking style before moving to your main ideas. Otherwise they may miss essential information. Once you have stated your topic, move directly into the body of your speech.

**2. Use Natural Body Movements:** If you move and gesture normally, your audience will be more relaxed. The abnormal moves and artificial gestures cause distraction. Also maintain good posture. Don't droop or sway.

**3. Speak with Conviction:** Show your audience that you deliver in what you say. Be firm and sincere. Avoid such expressions: "I suppose", "I am not sure", "I don't know". These may put the audience in doubt about your qualification. If you are not confident, you are not impressive.

**4. Moderate your Voice:** Vocal behaviour means how you sound. It includes volume, tone, speed and pronunciation. Be sure you can be heard clearly by every section of audience. Vary your tone according to the situation. Pay close attention to our speed. Pronounce words correctly. It leaves a good impression upon the audience.

**5. Maintain Eye Contacts:** Eye contact plays a vital role in the speech. Look directly



**POSITIVE & BETTER ATTITUDE:** Good listening leads to helpful and positive attitudes. The listener is aware of various types of hurdles that lie in the way of good listening. With his attention and extra effort, he removes them. As a result, listening proves very fruitful.

**IMPROVEMENT IN COMMUNICATION:** Good listening makes the speaker and the listener improve communication because it enables them to understand each side's view point.

**POSITIVE FEEDBACK:** Good listening indicates feedback to the speaker. It shows that listener is interested in what he says. In turn, the speaker tries to give his best presentation.

**USEFUL INFORMATION:** Good listening provides the listener with useful information, which enables him to make accurate decisions.

**BETTER UNDERSTANDING:** Good listening creates better understanding of people and helps the listener work with others. The people show respect and love for each other.

**HELPFUL TO SPEAKER:** Good listening is helpful not only for the listener but also for the speaker. The speaker speaks his heart out. Especially in a job interview, he talks out a problem. This thing may prove very helpful in impressing the prospective employer.

## CHAPTER # 06 Speaking

**Q. Discuss the importance of Speaking and its purpose in detail.**

**SPEAKING:** We are living in an oral world. Speaking is such an important skill that we cannot live a normal life without it. Speaking means conveying a message through words. We express our ideas and thoughts, convey our feelings and emotions and communicate our message mostly through speed. Speech is, therefore called communicative or oral skill. The process of learning a language remains incomplete without mastering the spoken skill. According to Don Byrne, "it is the ability to express oneself intelligibly, reasonably, accurately and without hesitation. Everyone will agree that to speak well is important.

**PURPOSE OF SPEAKING:**

**1. To Inform:** The major purpose of a speech is to inform. It may give the audience information about a person, project, policy, book, event etc.

**2. To Persuade:** It is said that all speech is to persuasion. You will find different situations and kinds of speeches. But within all this variety, one-principle rules: Every speech you make is an attempt to persuade. Every speech you make is a kind of sales presentation: you are selling a point of view, a course of action or both.

**3. To Explain:** A speech may explain a thing. It may remove doubts about a thing. It may create interest in a product. It may compare two things. The speaker may simplify some difficult topic.

**4. To Entertain:** Sometimes a speech carries a purpose to entertain. On special occasions, the audience may be provided entertainment. Such speech for the time being leaves a pleasant impression upon listeners.

**5. To Heal:** A speech may be made to a group of people who have suffered some loss caused by fire, flood, quake etc. Such speech has a healing effect in it. The people are encouraged to face disasters boldly. The listeners feel relieved on hearing such speeches.

**Q. What are the various barriers in speaking effectively?**

Sometimes a speech fails to bring the desired results. It has been observed that majority of our students are not competent in speaking skill. They cannot speak fluently and effectively. They feel shy and are afraid of making mistakes when they have to speak.

Following are some of the barriers in speaking effectively:

**I. Lack of Planning:** Lack of planning is the biggest barrier in the way of effective speaking. He does not give proper attention to the subject, audience, duration, place and audiovisual aids. The speeches, which ignore these areas, leaves audience annoyed.

**2. Poor Atmosphere:** The atmosphere in which words are used plays a vital role in the success of a speech. The setting with a dark room, abnormal temperature, lot of noise would never produce an effective speech. Then the poor grooming of a speaker may also be a barrier.

**3. Wrong Choice of Words:** Many speeches do not bring desired results because the words used by the speaker are not understood by the audience. It happens when the speaker has no knowledge of the audience. With the use of unfamiliar words, the speaking creates troubles for the audience.

**4. Poor Body Language:** Excessive gestures, facial expressions, body movements etc. cause unrest for the audience. They take audience away from the words of the speaker. Words have to play major part in the speech. They should not be deprived of their right.

**5. Faulty Delivery:** The style of a speaker is very important to make a speech effective. If the tone, volume, speed, accent, pronunciation of the speaker are faulty, the speaking creates troubles for the audience.

**6. Hesitation:** Sometimes the speaker feels hesitation which speaking. He has lack of confidence to utter the sentences regarding the topic.

**7. False Start:** The speaker can take a false start due to lack of ability of proper convincing and lack of experience in communication. He may misunderstand the view point of the listener.

**Q. Discuss different techniques to improve Speaking.**

Good and effective speaking means how well you communicate and deliver what you have to say. Here are some techniques to improve speech and oral communication.

**1. Determine Purpose:** Be aware of the purpose of your talk; whenever you are going to inform, explain, convince, and entertain or combination of two or more of these purposes.

**2. Prepare Well:** A skilled speaker has tremendous advantage over others. You must know what to say. Do your homework. If you are well prepared, the listeners will feel satisfied. This thing will add to your respect and reputation.

**3. Make an Outline:** In order to improve your speaking power, make an outline before hand. Prepare notes on cards first, and then arrange them according to major ideas and order of importance.

**4. Organize Logically:** If you are going to speak about a person, idea, event etc., think carefully about what is involved. Your audience will understand you best if the ideas are presented in a good order. Put yourself in the position of a person who does not know the subject. Decide what he will need to know first. If you present ideas in an order, your listener will be able to understand easily.

**5. Hide your Nervousness:** Remain confident and hide your nervousness when you speak. If you have stage fright, take a deep breath before you start. Stand at ease, keep your head high and observe the audience reaction.

**6. Pronounce Words Correctly:** Good pronunciation means knowing how to utter words. No one can pronounce correctly all the words in English language. There are too many of them, and English spelling is not always a reliable guide to pronunciation. Therefore, consult a person or a dictionary to pronounce words correctly.

**7. Speak Clearly:** You must speak very clearly. Learn some ways of improving voice and speech skills. The clearness with which you speak depends greatly upon how you utter words. If your voice is pleasing to others, it has a warm quality and is free from unwanted sounds. Make sure you can be heard easily.



**8. Be interesting:** Too many speakers are satisfied merely to present the information. It is the duty of the speaker to make the speech interesting. Especially important is an interesting opening. Guide the people by intelligence, humour and courtesy.

**9. Establish Eye Contact:** Eye contact plays an important role in the speech. Look directly into your audience's eyes, but do not stare at them. Spread your attention over all sections of the audience equally. Eye contact keeps the audience attentive. It also helps speaker read their faces and reactions.

## CHAPTER # 07 Oral Presentation

**Q. What is meant by Oral Presentation? What are its purposes?**

An oral presentation is a spoken statement. Speech or Oral presentation is the way to express your ideas through spoken words or talks. It requires preparation and planning. The Oral presentation must be clear, informative and appropriate for the audience. It saves time and brings immediate responses.

**PURPOSE OF SPEECH/ORAL PRESENTATION**

You may be asked on occasions to present your reports orally and to take part in meetings, conferences, panel discussions and seminars. If you are an effective speaker, you will influence decisions, and occupy more important positions in your organization. In fact, skill in oral presentation is important equipment for life. The following are the main purposes of oral presentation.

1. To Inform 2. To Persuade 3. To Explain 4. To Entertain 5. To Heal

**Q. What are different ways of delivering an oral speech?**

Discuss different methods of speech.

When you have to deliver a speech, you have four choices before you:

Extemporaneous, Manuscript reading, Memorization and Impromptu. You may choose of them according to the situation.

**1. EXTEMPORANEOUS METHOD:** With this method you make a speech with the help of already prepared notes or outline. Outline may include comments, quotations and facts and figures to reinforce your speech typed or written on a paper. Extemporaneous method of speaking should be preferred to other ones because it permits more eye contact with the audience and helps to establish direct contact with them. It has all the qualities of a good delivery. You are confident and relaxed. This is the most popular technique. The excellent way of delivery makes it the best style.

**2. MANUSCRIPT READING METHOD:** In case of long speeches, it may be necessary to read parts of your manuscript. Sometimes, you have to present technical and complex data, quotations from authorities, laws and rules. So you have no other way than reading them word by- word. Be sure to maintain your eye contact with audience avoid reading the entire speech word by word.

**3. MEMORIZATION METHOD:** At the beginning some of the speakers feel stage fright. Memorization is the best method for such speakers. The beginning speakers memorize speech but the presentation should be made spontaneous and natural. Some of the best speakers memorize their speech not word by word but the main ideas.

**4. IMPROMPTU METHOD:** Often you have to express your views before gathering on the spur of movement. You are asked to address your audience without preparation, rehearsal or thought advance. After frequent practice and long presentations you are able to speak impromptu.

**Q. How can you prepare effectively?**

Discuss Planning Steps for a Speech.